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***Draft City Council Policy***

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**SUBJECT Residential Transportation Demand Management****POLICY PURPOSE:**

It is the City's policy to promote a range of transportation choices within the City. The City also endorses locating high-density development along major transportation corridors and transit lines and in close proximity to services and employment. The purpose of this legislative policy is to augment these policies and address geographical opportunities to implement strategies for reduction in single occupant vehicle trips and total vehicle miles traveled from high-density residential development. Strategies to reduce single occupant vehicle trips and miles traveled are collectively referred to as Transportation Demand Management (TDM).

**POLICY STATEMENT:**

New development and redevelopment in High Density and Very High Density zoning districts in targeted areas are required to implement TDM techniques. Further, it is strongly encouraged that practicable TDM techniques be incorporated in all High and Very High Density residential development throughout the city. In addition, all types of attached housing development within a 1/3 of mile of major transit stops shall implement TDM design techniques, including condominium conversion projects and residential mixed-use development as well.

**REQUIRED SITE DESIGN TECHNIQUES**

Targeted development areas are required to implement site development features and encouraged to consider program TDM measures as practicable.

**Required Site Development Features**

1. Information kiosks on site or on adjacent right-of-way
2. On-site rideshare and carpool contact information
3. Secured and guest bicycle parking referenced to VTA Guidelines
4. Designated exclusive pathway connections to public sidewalks and adjoining transportation facilities

**Optional Site Development Features**

1. Encourage design of designated carpool loading area on site or immediately adjacent on the public street
2. Bus Shelter Improvements on adjoining streets

*TARGETED TDM AREAS*

## 1. Downtown Area

The Downtown Specific Plan recognizes the resources of the existing Caltrain Station and Multi-Modal station at Frances Street and Evelyn Avenue and has a land use framework for both commercial and residential development patterns supportive of these resources. The highest density of development is encouraged in this area due to the access to the multi-modal station and the ability to maximize the investment in this facility. TDM techniques are required for all new and redeveloped Mixed Use and High Density Residential Blocks in the Downtown Specific Plan. Furthermore, High Density development within 1/3 mile of the Caltrain Station or within 1/4 mile of El Camino Real, whether part of the Downtown Specific Plan or not, shall also implement TDM. Public and private resources should be allocated to support enhanced pedestrian and bicycle connections to the downtown area, specifically methods to increase connectivity for neighborhoods north of Downtown.

## 2. El Camino Real Corridor

It is the intent of the City of Sunnyvale to recognize that El Camino Real is more than a high volume automobile arterial but also the principle transit route in Sunnyvale and has a complete sidewalk network for pedestrians. Sunnyvale supports high density zoning districts along El Camino Real where property is already designated for residential uses. Sunnyvale also supports mixed-use development for property zoned commercial rather than conversion to exclusive residential uses in an effort to maintain its current status as a commercial corridor destination serving the City. All mixed use, regardless of density, and high density residential development with frontage along El Camino Real or within 1/4 mile of El Camino Real shall implement TDM techniques.

## 3. Tasman / Fair Oaks Light Rail Corridor and ITR 7 and 8

The light rail corridor provides the greatest opportunity for transit access to a multitude of Silicon Valley's high tech employers in Sunnyvale, Santa Clara, San Jose, and Mountain View. The location is also conducive to bicycling and walking due to its close proximity to major Sunnyvale employment areas. Industrial to Residential (ITR) designations are in place to the east of the Fair Oaks Tasman Light Rail Station. Enhanced bicycle and pedestrian connectivity and design guidelines were also adopted for the area in 2004. High density and commercially zoned portions of ITR 7 and 8 are required to further implement TDM per this policy. The City is supportive of developing high-density housing within the ITR residential areas as well as in conjunction with substantial commercial development at the intersection of Fair Oaks Avenue and Tasman Drive. However, the commercial zoning shall be maintained to provide needed services for the neighborhood and shall not be changed to exclusive residential development without identifying an equal alternative commercial location to serve the neighborhood.

Sunnyvale is also supportive of high-density Transit Oriented Design (TOD) nodes around the light rail stops for the future to maximize the existing transit facility investment. It is the policy of the City that all new development or redevelopment in the target area have public sidewalks widened to increase service, safety, and comfort for pedestrians in the vicinity of transit.

4. Development within 1/3 of a mile of major transit stops

The proximity to transit stops and accessibility to alternative mode choices is the primary factor in maximizing alternative transportation to automobiles. Therefore, all multi-family dwellings within a 1/3 of a mile light-rail station, Caltrain Station, or a "high activity" commute route bus stop shall implement TDM techniques. Further, when there is a request for change in general plan designation or zoning within 1/3 of a mile of major transit stop the City shall duly consider supporting higher densities.